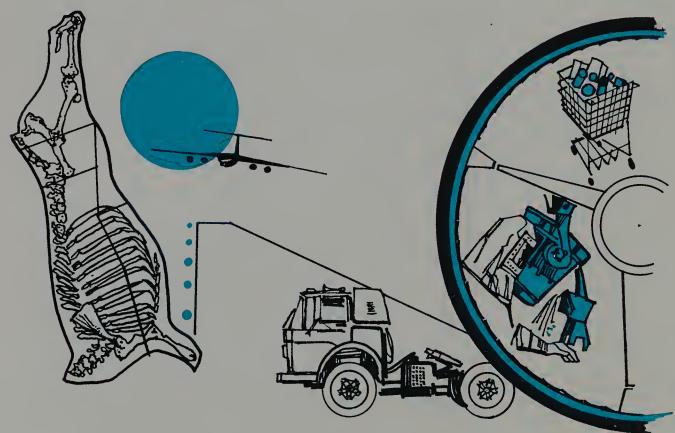


HOW TELETYPE EQUIPMENT MOVES DATA
for your business or industry





•• How can a data communications and processing system help improve service to our customers? ••

•• Can a company of our size afford to use a data communications system? ••

These are the kinds of questions frequently raised today by companies throughout all business and industry. More and more companies are becoming aware that the efficiency of their business information system has an important bearing on their profitability.

We have prepared this brochure to provide answers to the above questions and others concerned with data handling. Basically, we hope to give you some new ideas through case history studies of successful data systems within several industries.

The case histories range from a sophisticated real-time system of a major household manufacturer to a simple order processing operation of a multibranch distributor. In all cases, the capabilities of Teletype equipment provide the key to an economical, more efficient data system.

This is not surprising, because Teletype data terminal equipment has been meeting the information needs of all industries since the early part of this century. Today, it is still the most reliable, versatile, and least costly for moving data to where it's needed, when it's needed.



meeting the communications challenge of today's data explosion



SPEEDING ORDERS IN THE AUTOMOTIVE PARTS INDUSTRY

The experience of Walker Manufacturing Company with automated data handling methods goes back many years. But as early as the 1950s, the facilities and sales of this Racine, Wisconsin firm had far outgrown these methods.

That's when Walker, a leading manufacturer of exhaust systems and automotive lifting equipment, turned to electronic data communications and processing. Now, the firm has a modern data system that not only interconnects its manufacturing plants with distribution centers across the nation, but with those in Canada and Ireland as well.

The system utilizes Teletype Model 33 ASR (automatic send-receive) sets that operate at 10 characters per second (100 words per minute), and Telespeed 1050 high-speed tape-to-tape equipment with operating speeds of 105 cps (1050 wpm).

"To date," reports Glenn Miller, Walker's manager of data processing, "our experience with paper tape oriented communications has been a satisfactory one. In fact, operating results are better than our long-range planning had indicated, with costs holding within those we budgeted. Use of paper tape as our exchange medium has permitted ever-increasing volumes of data to flow between company points for no appreciable increase in cost."

The system has assured Walker of rapid order handling, quick response to customer inquiries, and automated inventory control. In fact, only a few hours elapse from the time finished goods are shipped or other transactions are made and management is provided with up-to-date accurate records.

MOVING DATA RAPIDLY IN THE ELECTRICAL APPLIANCE INDUSTRY

A sophisticated real-time data processing system at the Hotpoint Division of General Electric Company absorbed data so quickly that the benefits derived from the computer's speed were lost because data was not being received fast enough. Hotpoint solved the problem by having Teletype Model 35 ASR (automatic send-receive) sets installed at its 18 district office-warehouses around the nation. This assured the direct transmission of data to the computer center instantaneously.

The bulk of this data relates to some 2,000 different appliance models shipped from their warehouses to Hotpoint's customers. After receiving this information, the computer prepares invoices and accounts receivable ledgers, reduces warehouse inventories, makes journal entries, and produces a variety of sales reports and analyses.

The district offices continually update the overall sales forecasts by using Teletype machines to transmit this data to the computer center. This results in fast production schedule changes to meet requirements and substantially reduce finished goods inventories.

PROVIDING DATA SYSTEMS FOR SMALLER COMPANIES

Data communications and processing offers the same efficiencies and economies to the middle-sized and small companies. The only difference is that the data system must be tailored to the scale of the smaller firms.

A multibranch distributor of bearings and power transmission equipment, Bearing Headquarters Co. of Broadview, Illinois, found manual information procedures couldn't keep up with the company's expanding business. Inventories got out of control. Invoicing and deliveries were late. Managers sometimes had to perform clerical tasks in an effort to keep pace.

Automated order processing had become mandatory for Bearing Headquarters. As a result, the company now uses a data system that is a scaled-down version of the more sophisticated types used by the big companies. Orders are prepared at the branches on punched paper tape and transmitted by Teletype equipment to the home office where they are received on both punched paper tape and page copy forms. The paper tape is converted to punched cards, which are then used to produce invoices. The cards are further processed into sales analysis statistics, accounts receivable records, etc. The page copy goes to the inventory people who immediately update all records and ship in-stock items in a matter of hours.

The data system has restored management's control over the flow of paperwork. It is also designed, according to President Frank Timble "to permit greatly expanded sales without the serious problems we encountered in the past when sales grew."



DELIVERING PAYROLL CHECKS IN THE REFINING INDUSTRY

Processing payroll data, writing checks and delivering them on time can be a problem with offices and plants located around the country. Reilly Tar & Chemical Company, a major refiner of coal tar, assures all employee checks are accurate and on time through use of a nationwide teletypewriter network.

Payday for this Indianapolis based firm is Friday. With a processing system utilizing Teletype data terminals, payroll checks are delivered the preceding Tuesday—even to as distant a point as the state of Washington.

SPEEDING ERROR-FREE INVOICING IN THE MEAT PROCESSING INDUSTRY

Oscar Mayer & Co. is believed to be the first in the highly competitive meat processing industry to use a high-speed data communications and processing system to assure mailing error-free invoices within 24 hours after the products are delivered.

Teletype Model 33 equipment at each Oscar Mayer distribution outlet transmits order data to the computer center in Madison, Wisconsin. The data is fed into a computer, which is programmed not only to prepare invoices and accounts receivable records, but to validate all data it processes as well. Invariably, the error-free invoices are delivered to the post office by 9 a.m. of the day following receipt of the orders.

moving data for any business or industry

It would take volumes to describe the applications of Teletype data communications equipment in all industries. These range from using Teletype page printers with computers to assure reliable turbine operation in an electric generating plant to transmitting accurate digital data for the quality control of high alloy steel.

Briefly, here are a few additional examples:

A major auto company uses Teletype machines to put engineers in touch with a real-time computer on a time-sharing basis. Instead of days, engineering problems are solved in minutes, because engineers can retrieve technical data stored in the computer's 2-million word memory within microseconds.

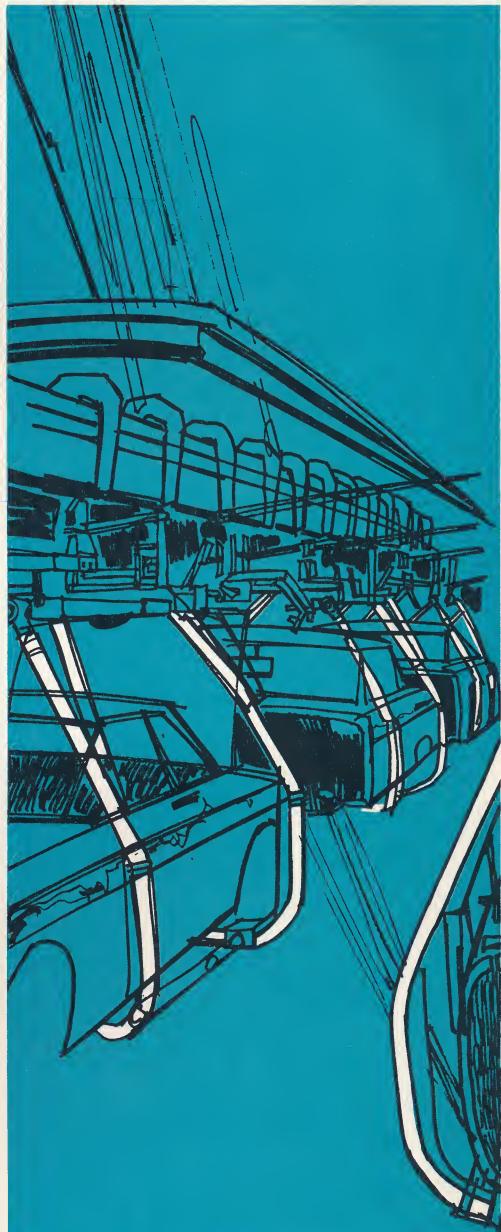
A nationwide trucking firm uses Teletype sets to transmit daily progress reports from terminals to the home office computer, which processes the data and sends back via Telespeed 1050 high-speed

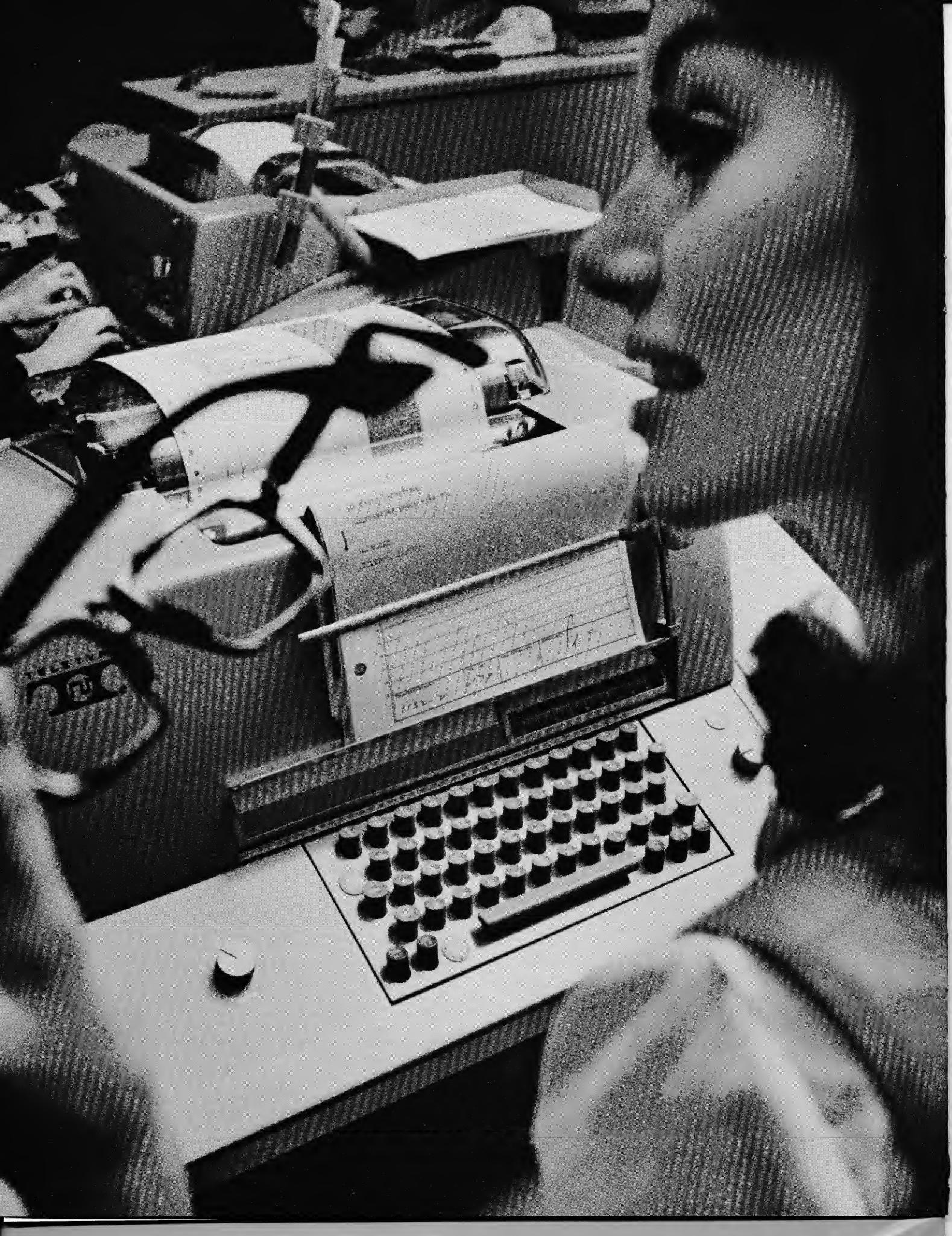
tape-to-tape equipment the recommended routing and scheduling.

Airlines use Teletype machines in reservations systems; railroads to maintain optimum freight car inventory; insurance companies for processing of policy payments and claims; and supermarkets include Teletype sets within inventory systems to keep stocks continually updated, produce faster turnover, and assure more effective control over inventories.

The applications of Teletype data terminal equipment are virtually endless. That's why it is made for those who require versatile, reliable communications at the lowest possible cost.

For information on how Teletype equipment can help your business information system, contact an applications engineer at our general offices address listed on the back cover.





TELETYPE





machines that make data move

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